



SOCIAL ALCHEMISTS' KEYNOTE SPEAKER BRIEF

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To match you with the right speaker, we need the following info from you. The more detail you can give us here, the better our chances of getting it right first time.

Client:

Venue:

Date of event:

Session duration:

1. Your audience

Who will be in the room? Include the organisation or division, seniority levels, industry, and any relevant demographic or cultural context.

2. Conference theme and desired outcome

What's the theme of your event? And what's your ultimate walk-away; i.e. what do you want the audience to think, feel, know or do after the keynote?

3. Attendance numbers

4. Event history

Is this a first-time event or an annual one? If you've run similar events before, which keynote speakers have worked well for you and why?



5. Budget



What is your keynote speaker budget? (This is not a target we'll aim for; it's information we use to determine the best possible fit and, where needed, to negotiate on your behalf.)

6. Speaker demographics



Do you have any preferences regarding the speaker's gender, race or background? Please be as specific as you need to be because this helps us to narrow the field.

7. Speakers already on your radar



If you've mentioned specific speakers, please share your thinking on each. They are likely to be quite different from one another and understanding what's drawing you to each one will help us to understand what you're really looking for.

